

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

5 **LISTING OF CLAIMS:**

1-167. (CANCELLED)

168. (PREVIOUSLY AMENDED) A system for displaying programming material to a user, the system comprising:

10 a printed business card having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

15 an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

20 a display unit for presenting said programming material.

169. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said at least one machine recognizable feature has

associated therewith a data link which is recognized by said feature recognition unit.

170. (ORIGINAL) A system as defined in claim 168 wherein
5 said data link comprises an image data link.

171. (ORIGINAL) A system as defined in claim 168 wherein
said data link comprises a video data link.

10 172. (ORIGINAL) A system as defined in claim 168 wherein
said data link comprises a programming data link.

173. (ORIGINAL) A system as defined in claim 168 wherein
said data link comprises a sound data link.

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174. A system as defined in claim 168 wherein said data
link comprises an online data link.

175. (ORIGINAL) A system as defined in claim 168 wherein
20 said data link comprises a online shopping data link.

176. (ORIGINAL) A system as defined in claim 168 wherein
said data link comprises a pictorial data link.

177. (ORIGINAL) A system as defined in claim 168 wherein
said data link comprises an electronic data link.

178. (ORIGINAL) A system as defined in claim 168 wherein
5 said data link comprises an electronic media link.

179. (ORIGINAL) A system as defined in claim 168 wherein
said data link comprises an "information superhighway" data
link.

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180. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises the
internet.

15 181. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises the
world wide web.

182. (ORIGINAL) A system as defined in claim 179 wherein
20 said "information superhighway" data link comprises a
computer network.

183. (PREVIOUSLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises an integrated services digital network (ISDN).

5 184. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a telephone line.

10 185. (PREVIOUSLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises a cable television (CATV) line.

15 186. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a local area network.

187. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a wide area network.

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188. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

189. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises an
Internet Product Service Directory.

5 190. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a
globally based digital communications network.

10 191. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a
wireless network link.

15 192. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a
Wireless Application Protocol internet.

193. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises an
ethernet network.

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194. (CURRENTLY AMENDED) A system as defined in claim 179
wherein said "information superhighway" data link comprises
a radio frequency ("RF") cellular network.

135. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
bar code.

5 196. (ORIGINAL) A system as defined in claim 135 wherein
said bar code comprises a Universal Product Code.

197. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
10 invisible bar code.

198. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
magnetic code.

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199. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
printed character.

20 200. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
symbol.

201. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
pictorial icon.

5 202. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
invisible indicia.

10 203. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
two-dimensional figure.

15 204. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
icon.

205. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
invisible icon.

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206. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
watermark.

207. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
invisible watermark.

5 208. (ORIGINAL) A system as defined in claim 207 wherein
said invisible watermark comprises a digital watermark.

10 209. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
series of alphanumeric characters.

210. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
binary code.

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211. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
digital watermark.

20 212. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
magnetic strip.

213. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
code.

5 214. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
on line shopping product code.

10 215. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
home shopping product code.

15 216. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
online shopping service code.

20 217. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a
home shopping service code.

218. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises an
analog pattern.

119. (ORIGINAL) A system as defined in claim 163 wherein
said at least one machine recognizable feature comprises a
hieroglyphic character.

5 220. (ORIGINAL) A system as defined in claim 168 wherein
said programming material comprises a service.

111. (CURRENTLY AMENDED) A system as defined in claim 220
wherein said service includes displaying promotional
10 programming material on said display unit of a user.

222. (ORIGINAL) A system as defined in claim 220 wherein
said service includes displaying a Web page related to an
organization printed on said business card.

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223. (ORIGINAL) A system as defined in claim 220 wherein
said service includes displaying a Web page related to a
plurality of individuals printed on said business card.

20 224. (ORIGINAL) A system as defined in claim 220 wherein
said service includes conducting an interaction with a
plurality of individuals listed on said business card via a
telephone.

225. (ORIGINAL) A system as defined in claim 220 wherein
said service includes conducting an interaction with a
plurality of individuals listed on said business card via
an online communication chat link.

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226. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a personal computer.

227. (ORIGINAL) A system as defined in claim 226 wherein
10 said personal computer comprises a laptop computer.

228. A system as defined in claim 168 wherein said display
unit comprises a television.

15 229. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a device containing a
microprocessor.

230. (ORIGINAL) A system as defined in claim 229 wherein
20 said device containing a microprocessor is hand-held.

231. (ORIGINAL) A system as defined in claim 229 wherein
said device containing a microprocessor is portable.

232. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a personal digital planner.

233. (ORIGINAL) A system as defined in claim 168 wherein
5 said display unit comprises an internet appliance.

234. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a cellular telephone.

10 235. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a wireless communication
device.

236. (ORIGINAL) A system as defined in claim 168 wherein
15 said display unit comprises a simulated book.

237. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises an intelligent terminal.

20 238. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a web-based television.

239. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a pager.

240. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises an Internet-enabled telephone.

5 241. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said feature recognition unit is selected from a
group consisting of a hand-held unit, a scanner, a bar code
scanner, an optical code reader, an optical reader, a
personal camera, a personal computer reader, a digital
10 camera, a digital mouse and an optical mouse.

142. (CURRENTLY AMENDED) A system as defined in claim 241
wherein said feature recognition unit is linked to a
personal computer.

15 243. (CURRENTLY AMENDED) A system as defined in claim 241
wherein said feature recognition unit is linked to a
wireless interface.

20 244. (ORIGINAL) A system as defined in claim 243 wherein
said wireless interface comprises a wireless network.

245. (ORIGINAL) A system as defined in claim 244 wherein
said wireless network comprises a cellular network.

246. (ORIGINAL) A system as defined in claim 243 wherein
said wireless interface comprises a cellular telephone.

5 247. (ORIGINAL) A system as defined in claim 243 wherein
said wireless interface comprises a pager.

248. (ORIGINAL) A system as defined in claim 243 wherein
said wireless interface comprises a wireless personal
10 computer.

249. (ORIGINAL) A system as defined in claim 243 wherein
said wireless interface comprises a personal digital
assistant.

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250. (CURRENTLY AMENDED) A system as defined in claim 241
wherein said feature recognition unit is linked to a
personal digital assistant.

20 251. (CURRENTLY AMENDED) A system as defined in claim 241
wherein said feature recognition unit is linked to an
Internet appliance.

252. (CURRENTLY AMENDED) A system as defined in claim 241
wherein said feature recognition unit is linked to a
television set.

5 253. (CURRENTLY AMENDED) A system as defined in claim 241
wherein said feature recognition unit comprises a portion
of a cellular telephone.

10 254. (CURRENTLY AMENDED) A system as defined in claim 241
wherein said feature recognition unit comprises a portion
of a personal digital assistant.

15 255. (CURRENTLY AMENDED) A system as defined in claim 241
wherein said feature recognition unit comprises a portion
of a remote control unit.

256. (CURRENTLY AMENDED) A system as defined in claim 241
wherein said feature recognition unit comprises a portion
of a handwriting implement.

257. (CURRENTLY AMENDED) A method of providing a user
access to programming material, comprising the steps of:
imprinting a machine recognizable feature within a
printed business card;
5 scanning said machine recognizable feature of said
printed business card; and
transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said
10 programming material is related to said printed
printed business card.

258. (ORIGINAL) The method of claim 257 wherein said
communication link includes the Internet.

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259. (CURRENTLY AMENDED) The method of claim 257 wherein
said machine recognizable feature is selected from a group
consisting of bar code, universal product code, invisible
bar code, magnetic code, printed character, symbol, icon,
20 invisible indicia, two-dimensional figure, icon, invisible
icon, watermark, invisible watermark, digital watermark,
series of alphanumeric characters, binary code, digital
watermark, magnetic strip, code, analog pattern, and
hieroglyphic character.

260. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed business card, comprising the steps of:

imprinting a machine recognizable feature within said
5 printed business card, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said
10 printed business card and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

15 transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said printed business card.

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261. (ORIGINAL) The method of claim 260 wherein said programming material comprises multimedia.

262. (CURRENTLY AMENDED) The method of claim 260 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,
icon, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark~~, magnetic strip, code,
analog pattern, and hieroglyphic character.--

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